

Revised Advertising Contract Terms

Date: [Insert Date]

To: [Advertiser's Name]

[Advertiser's Address]

[City, State, ZIP Code]

Dear [Advertiser's Name],

We hope this message finds you well. We are writing to inform you of the revised terms for our advertising contract originally signed on [Original Contract Date]. After careful consideration, we believe these updates will better serve our mutual interests.

Revised Terms:

1. **Campaign Duration:** The advertisement campaign will now run from [Start Date] to [End Date].
2. **Payment Structure:** Payments will be adjusted to [New Payment Terms].
3. **Advertising Channels:** The revised contract will include additional channels such as [List Additional Channels].
4. **Performance Metrics:** Specific KPIs have been updated to [List KPIs].

We believe these adjustments will enhance the effectiveness of our collaboration. Please review the revised terms, and if you agree, kindly sign and return a copy of this letter by [Deadline Date].

Thank you for your continued partnership. We look forward to your positive response.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]